

CASE STUDY: Enhancing Corporate Connectivity: Audience Development for the Telecommunications Broadband Space

BUSINESS OBJECTIVE

In response to the increasing demand for reliable connectivity solutions due to the shift to work-from-home arrangements, the client aimed to expand their corporate internet and TV service offerings. The goal was to enhance their product suite to better support businesses adapting to post-Covid realities, thus capitalizing on new market opportunities.

CLIENT

Telecommunications Company



INDUSTRY

Telecommunications



PRODUCTS

Internet and Digital Television Services



TARGET GEO

India



OUR SOLUTION

- Developed a comprehensive industry report, identifying potential customers by sector to focus our engagement strategy.
- Mapped companies within key sectors to ensure exhaustive market coverage.
- Segmented the market universe, creating detailed profiles and personas for personalized outreach.
- Regularly updated our marketing data, fine-tuning our approach to target the most responsive groups effectively.
- Expanded our data set to include niche demographics, placing greater emphasis on job titles and other key factors.
- Established clear campaign milestones based on targeted outreach, laying the groundwork for measurable success.
- Conducted focused trials with select groups to gather nuanced market insights.
- Worked alongside the client to refine targeting criteria based on real-time feedback.
- Continuously enhanced our marketing database through in-depth research, ensuring the identification of high-propensity leads.

OUTCOMES



Catalyzed a 25% increase in targeted lead volume through refined industry-specific outreach



Elevated campaign conversion rates by 15% with data-driven audience segmentation and personalized engagement strategies



Enhanced lead qualification processes, reducing the sales cycle by an average of 10 days



Secured a 20% growth in corporate deals within the targeted telecom sectors, directly supporting the Work From Home transition movement